Apple Logo Identity Guide

Apple Computer Australia Pty Ltd

Apple Logo Colour Reference Guide

Pantone Inc's Matching System	Apple Computer's CMYK percentages
Pantone 368	60C 97Y
Pantone 368	60C 97Y
Pantone 123	13M 97Y
Pantone 165	57M 97Y
Pantone 186	2C 95M 94Y
Pantone 253	33C 95M
Pantone 299	97C 8M

Apple Computer Australia Pty Ltd

16 Rodborough Road, Frenchs Forest, NSW, 2086. Telephone: (02) 9452 8000 Fax: (02) 9452 8160

DT/Brains No.1686

At first glance, the Apple logo is a deceptively simple, unassuming thing. And yet that logo - and all of the ways we use it - constitutes our corporate identity and it is every bit as valuable to our company as the products we sell.

We have therefore provided this CD and binder to assist you in keeping with our standards.

On the CD, please use only the folder that is appropriate to your business. The EPS, PICT and GIF files contained herein are not to be altered and must be used in conjunction with the Apple Logo Identity Guide which comes with this CD. Any use of the logo otherwise, is in breach of your contract with Apple Computer.

Please follow the standards in The Apple Logo Identity Guide and keep them with your CD for easy reference.
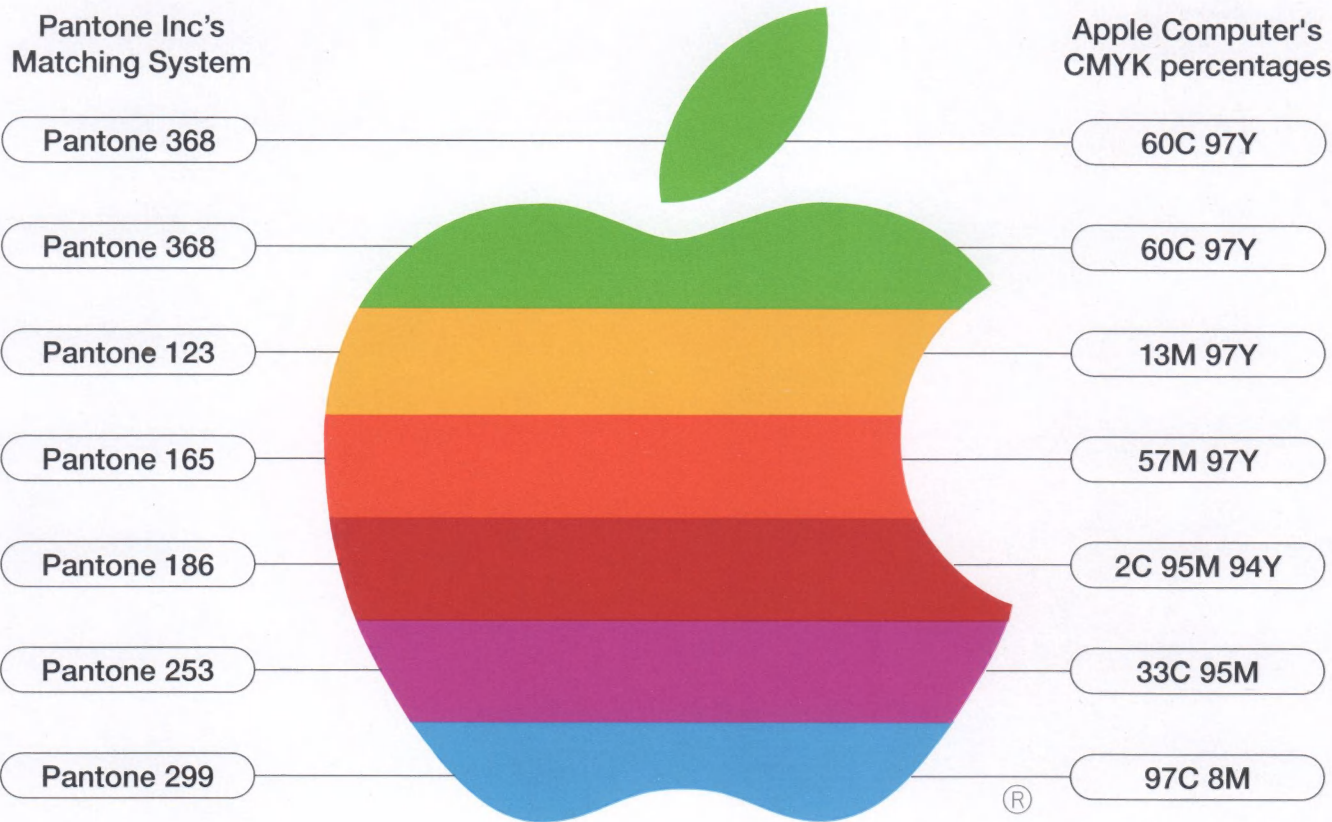
Please note: If you are one of our channel members, ensure that each time you use the Apple logo, the relevant signature to your business is with it. Only Apple Computer may use the logo stand-alone.

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Apple Logo & Signatures

Apple Computer
Australia Pty Ltd
April 1997

Apple logo & signatures in vertical and horizontal form for:

• Apple Computer • Authorised Associate Reseller • Authorised Distributor
• Authorised Reseller • Authorised Retail Outlet
• Authorised Service Provider • Authorised Solutions Reseller
• Authorised Specialist Reseller • University Consortium

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